

Brooke Van Baush - #4

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The Corporation

Word Count: 378

1. The film The Corporation, directed by Jennifer Abbott and Mark Achbar, was released in 2004.
2. The central argument was that currently a corporation is legally a person, yet they get away with many things no sane human would get away with.
3. The argument is made by going through a checklist of personality characteristics which define a psychopath and shows examples of how a corporation practices all of them.
4. A sustainability problem is obviously economical. Corporations and even consumers buy and sell based on what's the cheapest and most efficient option. This creates another sustainability problem of fairness where smaller and less developed countries are taken advantage of with no option but to conform to such bad working conditions.
5. The most persuasive part of the film was when clips of how much corporations were making by outsourcing their production. For example, it was shown that Nike pays a worker 75 cents for a jacket that they charge \$100 for.
6. This appealed to my emotions as everyone deserves a certain standard of living and it's sad to me that corporation are taking advantage of how little these people have in order to give compensate them with the absolute minimum.
7. The film relies on appealing to emotions by not stating many scientific facts buy by comparing a corporation to a psychopath. No one would want a human psychopath walking the streets, so why is it ok for a corporation to commit these same crimes with no real punishment besides a fee which won't stop them from doing anything they're doing.
8. The film doesn't really suggest any actions but more just wants people to understand the corporations do not have emotions when they are making decisions.
9. I don't know if there are many simple actions that can be taken against corporations. People can always protest buying these products, but unfortunately, I think the amount of non-corporate options are very slim. Additionally, a large amount of people would need to protest these corporations in order to create enough of difference in sales that they would change their modes of operation.
10. The target audience is the general public, trying to inform an average person how they're being manipulated and taken advantage of by corporations.